

PIERRE FABRE LABORATORIES TO STRENGTHEN PARTNERSHIP WITH CEGEDIM DENDRITE

PARIS, March 29, 2010 - [Cegedim Dendrite](#), the world leader in Customer Relationship Management (CRM) solutions for the Pharmaceutical and Life Sciences industries, entered a five-year framework agreement with [Pierre Fabre Laboratories](#), to strengthen and roll-out medical sales solutions to their international subsidiaries where Cegedim Dendrite solutions have not been implemented.

With revenues of €1.8 billion in 2009 and 9,800 employees, Pierre Fabre Laboratories markets innovative medications, dermo-cosmetics, and family medication products worldwide.

A long-term and very satisfied client of Cegedim Group, Pierre Fabre Laboratories will continue to provide their international medical sales teams with the most innovative CRM solutions, and with OneKey™, the most comprehensive database of healthcare professionals in the world.

"With its worldwide presence and ability to deliver at a local level, Cegedim Dendrite will be partnering with us in our expansion phase. They will be providing us with solutions adapted to the structure and industry-specific challenges of the pharmaceutical market. . And in the near future, we may also leverage Cegedim Dendrite solutions for our dermo-cosmetics and OTC markets," explained Alexis Monnier, Purchasing Director, and Grégory Sudrow, Information System Director of Pierre Fabre Group.

"We are especially proud to see Pierre Fabre, a major player in the dermo-cosmetics industry, strengthen their partnership with Cegedim Dendrite in the field of medical sales representation. This type of agreement validates our unique positioning to offer our clients solutions that are in tune with their various specialties: ethical medication, OTC, family health, etc.," said Laurent Labrune, Chief Executive Officer of Cegedim Dendrite.

About Cegedim Dendrite:

Cegedim Dendrite is the life sciences and pharmaceutical industry's leading provider of Customer Relationship Management (CRM) solutions. Offering specific solutions adapted to the various regions of the world, Cegedim Dendrite enables healthcare companies and more than 200,000 users worldwide to successfully implement their CRM projects. In addition to CRM, Cegedim Dendrite also provides sales, marketing, and regulatory compliance solutions in more than 80 countries. Cegedim Dendrite is part of the France-based Cegedim Group.

To learn more, please visit our website: www.cegedimdendrite.com

About Cegedim:

Founded in 1969, Cegedim is a global technology and services company specializing in the healthcare field. Cegedim supplies services, technological tools, specialized software, data flow management services and databases. Its offerings are targeted notably at healthcare industries, life sciences companies, healthcare professionals and insurance companies. The world leader in life sciences CRM, Cegedim is also one of the leading suppliers of strategic healthcare industry data. Cegedim employs 8,600 people in more than 80 countries and generated revenue of €874 millions in 2009. Cegedim SA is listed in Paris (Paris:CGM)(EURONEXT: CGM).

To learn more, please visit: www.cegedim.com

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